

April 2004

A Monthly Newsletter from Rose Electronics

Product Headlines

Space Saving 1U KVM drawer

RackView™ offers the latest, most efficient way to manage server racks and conserve valuable rack space in your Data Center. Consolidates a keyboard and 15", 17" or 19" LCD in a 1U drawer.

Interactive Classroom Solutions

ClassView™ is the choice for classroom and training applications. Teachers interact with students by seeing, sharing and controlling their computers.

Enterprise Multi-User KVM Switch

Advanced engineering makes the UltraMatrix X-series the answer for those who need a real non-blocking, easily expandable and truly multi-platform (including Serial devices) KVM switch.

There's another \$1 Million KVM Extender Sale out there...

Rose CrystalView Extenders can deliver the next one to you

The best sales professionals are constantly looking for new ways to generate more revenue from their existing customer base. CrystalView Extenders provide an opportunity to create a new and significant revenue source.

Rose Electronics can make this happen for you. To help you get started, we have assembled some information based on the questions we have received from our customers about this untapped market.

1. A KVM extender is a device that allows a computer's keyboard, monitor and mouse to be located up to six miles away from the CPU. Audio can also be extended.
2. Rose Electronics KVM extenders are known for their superior video quality, high resolution, and reliability. A wide variety of media transmission is available, such as fiber/Cat5/Cat5e/Cat6. CrystalView can extend a keyboard, monitor and mouse up to 6 miles over fiber and up to 1000' using CAT5 cables. It is compatible with PC, USB and SUN and can extend any device which has a VGA, PS/2 or USB connector.
3. How your Customers can benefit and use a KVM Extender:
 - **Companies with Server Rooms:** Increase productivity of the IT staff by eliminating the need for IT Staff to go from their desks to work on computers in the distant Server Room.
 - **Trading Floors:** CPUs can be moved to a secure and manageable environment while freeing up desk space for the Trader.
 - **Airports:** Flight information can be transmitted from a single CPU to multiple monitors located throughout an airport reducing space, maintenance and management requirements.
 - **Factories and Petrochemical Plants:** Keep CPUs secure and free of damaging contaminants by moving them to a secure and clean environment.
 - **TV Stations:** Minimize hardware in critical working areas by moving and consolidating CPUs in a machine room.
 - **Call Centers:** Eliminate physical accessibility of CPUs by consolidating and relocating them to a secure environment.
 - **Government/Military:** Servers can be isolated in a secure and manageable environment with limited personnel access.
 - **Versatile:** Connect to KVM Switch to extend access to Servers, Routers, Ethernet Switches and other serial devices

What products does Rose offer?

CrystalView Pro fiber™/CAT5™ with DVI - Extends DVI/VGA, keyboard and mouse up to six miles over fiber or 300' over CAT5

CrystalView Rack™ - Rack-mountable chassis for CrystalView Pro fiber™ or CrystalView CAT5™

CrystalView Plus™/CAT5™/Mini™ - Extend keyboard, monitor and mouse up to 1,000' over CAT5, CAT5E & CAT6

CrystalView CAT5 VideoSplitter™ - Split and extend video from a single video source to six monitors up to 1,000 feet away over CAT5 cable.

Did You Know?

...Our Sales Staff is here to support your efforts by providing Technical Sales Consulting, Application Diagrams and anything else that can help you close a deal.

...Rose products come with a No Risk 30 Day Money-Back Guarantee.

...We now have a new UltraMatrix RJ45 Expansion Card which uses a thinner and more manageable bus cable.

Upcoming Events

May 3-6
BICSI
Baltimore, MD

May 11-13
Networkd + Interop
Las Vegas, NV

May 25-27
CeBIT-America
New York, NY

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Selling Points...CrystalView

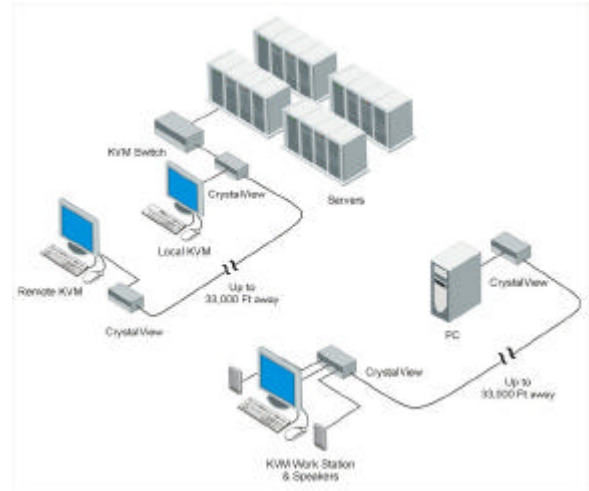
Bring the Server Room to the IT Staff

Take for example Insurance companies; they locate their Data Centers in basements, bunkers or other isolated environments, to ensure security and protect them from disasters.

With the Rose CrystalView KVM Extenders and KVM Switches, Data Centers can be secure, protected and isolated while IT Staff is located in a separate office environment. The CrystalView can extend the keyboard, monitor and mouse of each staff member so it can access and control servers located in these isolated Data Centers.

Server Room Clutter and Traffic

There are many companies that still have Server Rooms filled with computers, network equipment, monitors, keyboards, and IT staff members. Ideally, these Server Rooms should be clear of clutter and off limits to people. By installing CrystalView KVM Extenders and KVM Switches, a monitor for each Server is no longer necessary, personnel can be moved out and still be able to perform their jobs as if they were still there.



Keep CPUs Secure and Free from Contaminants

A Carbon Black material is a nasty composite used in the production of tires for trucks and cars. It gets into the air and filtration systems. You may encounter this kind of hazardous environment where computers are located on the floor of a factory and can be easily damaged. In such cases the best solution is to move the hardware away from those areas by consolidating them in a clean and secure closed environment. With Rose CrystalView Extenders these companies would only need to deploy a keyboard, monitor and mouse for factory personnel and move the expensive, sensitive computer hardware off the factory floor.

Consolidate and share computers in 911 Call Centers

911 Emergency Call Centers require a group of users to have individual access to computers and communications equipment. For this application all computers and servers can be consolidated in a secure environment where the IT administrator can manage the hardware. Using CrystalView CAT5 Rack™ your customer can extend a keyboard, monitor and mouse from a user's desk so they can access the remote equipment located in a centralized back office, taking away potential distractions while increasing security and control.

Ask us about...



RackView™
Keyboard & LCD Rack Drawers
with optional KVM switch



Is rack space at a premium?

RackView offers the latest, most efficient way to manage server racks and conserve valuable rack space in your Data Center.
Available in 15", 17" and 19" models



WWW.ROSE.COM

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